

Motion & **Visual Hierarchy** in **Graphic Design**

We established that when creating any form of graphic materials, from business cards to billboards, half-page ads to magazine covers, the designer needs to:

- establish a sense of visual hierarchy with the elements of the page
- establish a sense of internal motion between the hierarchy of elements

On the following pages, generate rough thumbnail layouts for the information supplied. The client wants a quarter-sized black and white advertisement to appear in *Creative Loafing*. Each thumbnail should be distinctly different from each other; each version should show unique placement of elements and the modifications of elements. At this stage do not worry about what type families you will use, nor what Photoshop effects can be generated on the artwork provided.

Next class, remember to bring your art supplies.

Step 1: Determine the hierarchy of importance with the elements provided.

What can be resized larger/smaller to influence your decision?

Step 2: Establish as many different motion orientated ideas with this strategy.

Step 3: Revise the order of importance.

What other elements can be primary in your designs?

Step 4: Establish as many new ideas with the revised strategy.



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